

Large & Demmed



THE
Digger

Picnic

Special

AUGUST, 1951
VOL. 8, NO. 3 . . . REGINA



THE *Digger*

A monthly publication by the staff of
Simpson's, Regina.

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When a pretty girl got on the crowded bus, a pale-looking fellow started to get up. But she pushed him back in the seat and said she preferred to stand. Again he tried to get up and again she pushed him back. Finally, he yelled, "Now listen, lady! I passed my stop two blocks back—let me out!"

The Measure of a Man . . .

Sitting in the office of the head of a business, I noted a motto under the glass top of his desk that appealed to me. It read: "The measure of a man is the size of the thing it takes to get his goat."

Seeing that I was copying the motto in my little notebook, the executive smiled. "That motto has meant a lot to me," he said. "Often-times when I have been about ready to blow-up about something or other, I've glanced down at the motto, and it has inspired me to be bigger than the problem. It is surprising how we let little things get our goat. We misplace a letter. Our cigarette lighter won't work. The stenographer makes some foolish errors. The janitor forgets to dust our desk. Many a time I've been all hot and bothered about some trifle and let it spoil my whole day. Now, I try to play a kind of game. I mentally challenge problems to get my goat. No matter how big they are, and these

days I have some mighty big ones, I try to rise superior to them. I lick them by making a definite effort to relax and remain calm and quiet."

I know what that executive was talking about! Measured by the size of some of the little things that I've allowed to get my goat I've been pretty small! That's why the motto appealed to me . . . it struck home!

Someone has written that it isn't the mountain ahead that wears us out, it is the grain of sand in our shoe. The little disappointments, the little troubles, the little problems are often the toughest ones to lick. That's why I think this motto carries such an inspiration punch. It inspires a man to be bigger than his problems. Write it in your mind: **The measure of a man is the size of the thing it takes to get his goat.**

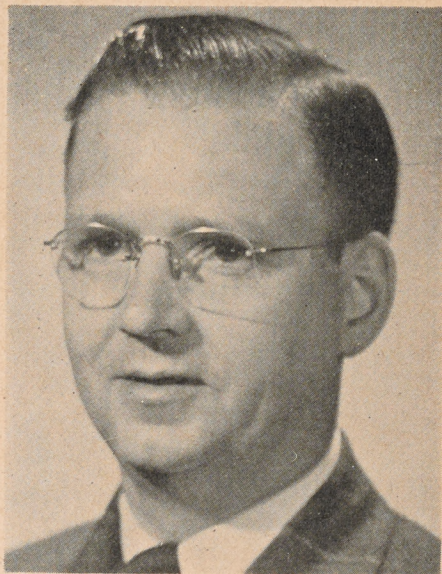
—Exchange.

Congratulations

NOBLE!

Between group merchandising, golf and the job of keeping five children in line, Noble Britton is going to take time out this year to join the 25-Year Club.

Noble joined Simpson's in August of 1926. This step was preceded by his birth in Brooklyn, U.S.A., his education in Northern Ireland and his partial maturation in Canada. Noble spent his first six years with the company in the retail in various merchandise and operating departments. He was transferred to the mail order merchandise office and remained there until 1937, when he became assistant manager of Department 23. April of 1940 saw him transferred to Department 11 as assistant manager, in which department he stayed until his enlistment in the army in April of 1942.



Wearing the crown and stripes of a staff sergeant, Noble was discharged in September of 1945 and, on his return to Simpson's, became manager of Department 31. The year 1950 saw two moves: in May to Manager of Substitutions and in October to Manager of 21, 22, 23 and 24 departments. In June of this year he was appointed Group Merchandiser of Group C.

Noble was married to Emily Roberts, member of the retail staples department in 1937. He is most grateful to the Department of Education for relieving him of four of his five children for the majority of the winter months. The youngest boy is only 7 months but Noble feels he might be ready for school this fall.

Noble's principal after-office pastimes are golf and bowling with official positions (president and vice-president) in two bowling organizations taking up the balance of his slack time.

Congratulations again and on behalf of the other members of the club may we say, "Glad to have you on the team".



It has been said . .

Any speaker who doesn't strike oil within ten minutes had better stop boring.

— ★ —

A wife with horse sense never becomes a nag.

— ★ —

The best way to kill time is to get busy and work it to death.

— ★ —

Many an argument is sound—just sound, and nothing else.

MacTavish: "I hear yer friend Angus has marrit a third wife."

Elder: "Aye, Angus is an expensjve freend—two wreaths and three presents in seventeen years!"

— ★ —

A dignified-looking man, carrying a pair of women's shoes, got on a bus. He had evidently collected them from a repair shop and was taking them home to his wife, but had forgotten to have them wrapped.

A man seated opposite him appeared interested. Finally, he leaned over, tapped the dignified one on the knee and said with a knowing wink:

"That's right mister, don't let her gad about."



Personal Notes

On the occasion of Mr. Ed. Short's retirement the staff of Maintenance and Porters and Watchmen Departments presented Ed with a travel alarm clock and a pencil and pen set. Friends in the Service Building, where Ed spent a great deal of his time, remembered him with a purse of money.

Honoring Marion James, recently transferred to the Teen-Age Department, her co-workers of Department 827 entertained at a buffet supper at the home of Mrs. Fern Edmonds.

Department 827 welcomes Mildred Sutter back, after her sojourn in Switzerland.

A recent visitor to the store was "Queen" Harton, who was spending her holidays in Regina. "Queen" is now with the Homemakers' Advisory Service in the Toronto store.

A recent bride, Miss Doceil Eldred (now Mrs. Webb) was presented with a tea set in Nosegay pattern from her friends in Department 851.

News for Department 851—A former employee, Miss Agnes Christmann, was married to Mr. Alfred Smith, May 12th, in Vancouver.

While on holidays at the West Coast Marg Temlett renewed acquaintances with former Reginans—"Toots" Beach, Ev Cullum, Agnes Christmann, Otto Thery and Ed Leddy.

Honoring Lora Gunderson, Retail Adjusting Office, a shower was held at the home of Mrs. M. Cheseman. During the evening a mock wedding was held and the bride-elect was presented with a number of gifts. A further presentation of aluminum ware was presented as a remembrance of her friends in the Service Centre.

The Hardware Department presented Bill Kuhn with an electric tea kettle prior to his marriage.

Mr. Jack Pickford, Department 851, left for new adventures recently.

Mrs. A. Moulin entertained in honor of Simone Hayoz, June bride-elect, at which Simone received many miscellaneous gifts. Previously Simone was the recipient of stemware from her friends in the Service Centre.

A cream and sugar set will remind Emily Sebastian of the many friends she made while working in the Recording Department.

On June 29th there was a double presentation in the Invoice Office when Olive Grant and Peggy Paton said goodbye. Mr. Hill presented each with a camera from their friends in General Office.

On behalf of the Packing Dept. a trilight lamp was presented Louella Danielson by Mr. Hunter on the occasion of her marriage to Mr. C. Oltean.

Recent visitors to the Recording Department were Lorraine Kervel, Helen Doucette, and Helen Trenker and daughter Gerry.

Millie Lorenz, who left the Invoice Office on July 6th, has also left the city.

The Supply Department are happy to welcome back Lorraine Wallace after her lengthy illness.

June 21st was a gala day for Bob Brylak, for not only did he become a member of the 25-Year Club but his co-workers presented him with an onyx tie clip.

Rae Hartnett's many friends gathered in Department 10 to bid him farewell. Mr. Brunt presented Rae with a billfold and wished him every success in the future.

A blanket was presented to Carrie Sima, Packing Department, at a no-hostess shower at the home of Dolly Graham. A grand lunch was enjoyed and Marie Spencer, Eleanor Felpel and Blanche Higgins were the prize winners at bingo.

Personal Notes . . .

Dorothy Dean (Packing Department) was honored at a shower held at the home of Elsie Cosby.

A pen and pencil set was presented to Lionel Daze by the Supply Department when he left the Company.

A kitchen stool was presented by Mr. E. Reid to Norma McLean from her friends in the Adjusting Department when she left to devote full time to her home.

Al Linka's familiar face can no longer be seen around the service building. Al left the Accounting Department to seek his fortune elsewhere.

June 9th was the date for the big staff party held by the Adjusting Department, at the Serbian Hall. A three-piece orchestra supplied excellent old-time and modern music, and several prizes were awarded for spot-dancing. Lunch was served and everyone left in high spirits (which were slightly lowered by Thursday morning)!

Friends were pleased to see Charlie Carr and Bill Walters, Vancouver Simpsonites (formerly of Regina), when they paid us a visit while vacationing out here. Both men were looking very well. It must be this fine Saskatchewan air and sunshine!

Housekeeping will be the full-time occupation of Agnes Weinberger, Returns Department, who was presented with cups and saucers from her friends when she left the Company.

The Returns Department said "Good-bye" to Marion Parker, who left to take up other work.

July 6th marked the day for a surprise linen shower for Betty Sasaratt (nee Mayers, formerly of Department 25). It was a grand affair and Betty received many lovely things. Earlier in the day the staff of 25 Department also remembered Betty with a presentation. Betty will be making her new home in Spokane, Washington.

Mercedes Eros, now Mrs. Yablonski, Department 25, was the pleased recipient of a pressure cooker from her friends on the occasion of her marriage.



WERE YOU A CUSTOMER ANNOYER THIS MONTH ?

It's easy to identify the owner of the automobile. He is the one who, after you pull the door shut, always opens it again and slams it harder.

— ★ —

Then there was the bitter golf match between two Scots under a broiling sun, in which one of them had a stroke—and the other made him count it.

... NUPTIAL KNOTS ...



Mercedes Eros, Department 25, became the bride of Nick Yablonski on June 16 at St. Stephen's Church.



Two more Simpsonites were united in marriage when **Dorothy Dean**, Packing Department, became the bride of **Jim Burdon**, Department 90, on June 30. The wedding took place at First Baptist Church.



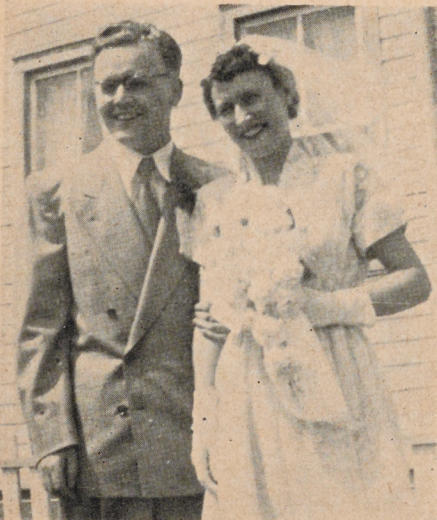
Agnes Reis, formerly of Mail Filling, was united in marriage to **Bill Small** at the Sifton United Church on June 30.



On June 29, **Agnes Bonikowsky**, Checking Department, became Mrs. **Ray Clark** at the Emmanuel Baptist Church in Jansen, Saskatchewan.



Luella Danielson, formerly of the Packing Department, and **Con Oltean** were married at Grace Lutheran Church on June 16.



Bill Hagan, Department 70, and his Irish bride, **Yvonne McAfee**, were married at the Sixth Avenue United Church on June 16.

THE CHANGING YEARS

1941—We were broke, so lived on hamburger for a week.

1951—We lived on hamburger for a week! — so we're broke!

... NUPTIAL KNOTS ...



Two of our employees were joined in marriage on June 24. **Joyce Geiyer**, Mail Filling, and **Bill Kuhn**, Hardware, exchanged vows at Trinity Lutheran Church.



Raymore Anglican Church witnessed the wedding of **Ethel Back**, formerly of Mail Filling, to **L. Clatt** on June 22.



Birdie Fahlman, formerly of the Packing Department, exchanged marriage vows with **Joseph Jacobs** at the Little Flower Church on June 23.

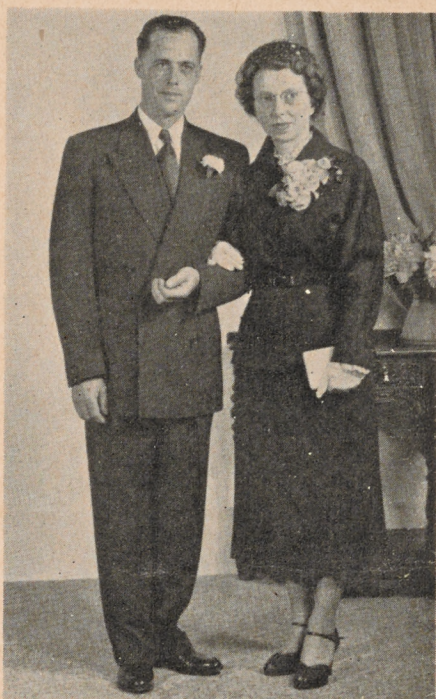


Carrie Sima, formerly of the Packing Department, became Mrs. **Carl Schmalenberg** on the afternoon of July 7 at Grace Lutheran Church.

One man's meat is another man's person.—OLD CANNIBAL SAYING.



The man with a closed mind does well to keep his mouth closed too.



Margaret Campbell, Employment and Training, chose St. Matthew's Anglican Church for her wedding to **John Abbott** on June 23.



On June 30, **Elene Orheim** (formerly of General Office), became Mrs. **Roy McCann** at Grace Lutheran Church. The McCanns are now living at Viceroy, Saskatchewan.

... NUPTIAL KNOTS ...



Zelma Ross, Cash Office, became the bride of Maurice Greiner on June 30. The Alliance Tabernacle was the scene of the wedding.



Wanda Lines, Order Review, and Spear Salloom were principals in a pretty wedding ceremony at Carmichael United Church on June 16.



Beatrice Sali, formerly of the Order Review, exchanged wedding vows with Donald Cameron on June 13. The ceremony took place at the Church of the Immaculate Conception, Qu'Appelle.



St. Paul's United Church, Tisdale, was the scene of Thelma Morris' (Receiving) marriage to Robert McQuarrie on June 30.

OUR HOSPITAL REGISTER

We are sorry to see so many of our people in the hospital during the holiday season.

Ernie Drewlo, Retail Operating.

Catherine Gustitus, Furniture Office.

George Linton, M.O. Porters and Watchmen.

Minnie Moscaliuk, Drapery Workroom.

Janet Perkin, Sales Audit.

Edna Peters, Telephones.

George Prokop, Retail Porters and Watchmen.

Lydia Sali, Mail Filling.

Pearl Schultz, Checking.

Dot Scott, Adjusting.

Clarence Snowfield, Traffic and Customs.

Ellis Wilson, Appliances.

Ron Wolfe, Department 40.

Elta MacDougall, Store Supervision.

Mabel Richter, Mail Filling.

We Express Sympathy To

George Gagnier, Receiving, on the passing of his sister, Aldea, on July 12.

Emilie Putz, Packing Department, whose father passed away on June 30.

Just Pink!

Mr. and Mrs. Jim Meek welcomed a baby daughter on July 6. Nora was a former employee of our Monthly Payment Department.

And as one milking machine said to the other milking machine: "We are just made for each udder".

We are pleased to report the following recent appointment:

Mr. J. F. Ryan, Order Office Manager. Mr. Ryan has served eleven years with the Company in various capacities, including Manager, Pricing and Sales Analysis Departments; Assistant Manager, Training Department; and latterly, Assistant Mail Order Operating Manager.

Mr. W. C. Barrell will be responsible for development of new business in the Prairie Provinces. Miss V. Baker will be responsible to Mr. Ryan for staff training.

Branch Visitors

Mr. E. D. Bentham, buyer for Department 82, spent a couple of days in the Branch working with Messrs. Larkin and Kirkpatrick, and renewing many old acquaintances.

Mr. W. J. (Bill) Walters stopped in to say hello while en route to Toronto to assume his new position of Assistant to the General Merchandise Manager, Mail Order Division.

By the time a wise guy is old enough to marry, a fool has children big enough to support him.

— ★ —

Sweet Young Thing: "It's shameful the way you make passes at me after a half-a-dozen drinks!"

He: "What's shameful about that?"

S.Y.T.: "Wasting five drinks".









The PICNIC 1951

As your reporter, in a somewhat weakened condition caused by a sunburned nose, stiff shoulder and a bruised thumb, sat down to write an account of the picnic her first thought was, "This should happen more often" and we don't mean the "condition".

Just as the Regina edition of the Simpson family can work together they again proved that they can certainly play together. Right from the moment the train sounded its first toot at 9 o'clock in the morning until 11 o'clock at night when the lost notes of "God Save the King" filled the Regina Beach Community Hall the happy, surging throng of approximately 1,500 young and old enjoyed every minute of the comradeship and sportsmanship that was symbolic of the day.

The 1,000 people, including the kiddies, who filled the 13 coaches of the train weren't allowed one dull moment. Merry-makers who bore a slight resemblance to George Alexander, Bert Callum, Ivor Thomas, Keith Kilpatrick and Johnny



Tappin provided some barber-shop harmony and were joined by those persons who could catch their breath between laughs. Slightly more recognizable were Mr. Reid, Mr. Gingerick and Mr. Hindle, who took over the pleasant task of handing out ice cream tickets to the youngsters.

There was one unhappy moment at lunch time when the skies darkened and rain drops mingled with our coffee but a complete reverse was witnessed a few moments later and the sun smiled (too warmly one would say from the number of pink faces around) for the remainder of the day. Competitions for young and old included everything from the lowly dash to drinking "wild" coke through nipples. In the tug-of-war the mail order was victorious over the retail but this victory was offset by the beating administered by the retail at horseshoe. There was swimming, golf and movies in the hall and finally a dance to round out one of the finest picnics this branch has had.





CONGRATULATIONS

» » PICNIC



1st Prize \$10.00—Claire Ruben
Checking Department



2nd Prize \$7.50—Gladys Stratford
Returns Department

» » » » TEN OTHER WINNERS



(a) Adele Gerhart
Advertising Department



(b) Gladys Stratford
Returns Department

PRIZEWINNERS SNAPSHOT CONTEST



3rd Prize \$5.00—Florence Bishop
Management Clerical



4th Prize \$2.50—Marion Hines
Receiving Department

RECEIVE \$1.00 EACH « « « « «



(c) Joan Farthing
Monthly Payment

(d) Gladys Stratford
Returns Department

(e) Florence Bishop
Management Clerical

CONTEST WINNERS (Cont'd)



(f) Mary Binfet
810 Department



(h) Gladys Stratford
Returns Department



(g) Claire Ruben
Checking Department



(k) Adele Gerhart
Advertising Department



(l) Gladys Stratford
Returns Department

The Busiest People on the Beach

We don't think anyone will need three guesses to find out whom we are talking about. Claude Roy and his gallant crew, newly elected to office, undertook the major event of the year and turned it into a tremendous success. The task of planning and organizing a picnic for 1,500 people is an enormous one. Weeks of preparation by our Social Club executive and representatives preceded the picnic and even on the eventful day a

handful of guys and gals tended the booth, supervised the races and looked after the needs of hundreds. The excellent programme that took care of every moment of the day was tangible proof of the thought and effort that went into its preparation.

To Claude and his gang we say . . . Congratulations on a job well done, and, thank you for a wonderful time!

Catalogue Shopping Wins

Inter-Department Competition

Four athletic members of the Catalogue Shopping Centre, namely Evelyn Weimer, Frances Walker, Dalton Cassin and Ivan Borger piled up points for their department by being consistent participants in the competitions at the picnic. For the fine sportsmanship displayed by these people and for the highest number of points chalked up by them for their department the Social Club is making a presentation of a shield to the Department.

Welcome, New Order Offices

ESTEVAN, SASK.—opened on May 10, is managed by Miss Gwen Garraway. Estevan, located in soft coal mine area, is in the centre of a prosperous wheat farming district.

located in the centre of an extensive irrigated sugar beet growing area.

★

TABER, ALTA.—opened on May 26, is managed by Miss Beth Hill. Taber is

VULCAN, ALTA.—opened on May 19, is managed by Miss Dorothy Thompson. Vulcan is located in the heart of the first county that was formed in Alberta. The county seat administers all schools, hospitals and municipal affairs for the 39 townships of which it is comprised.

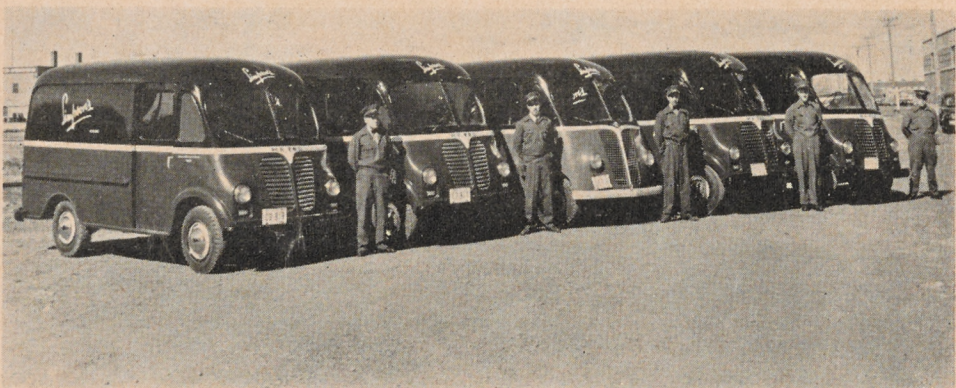
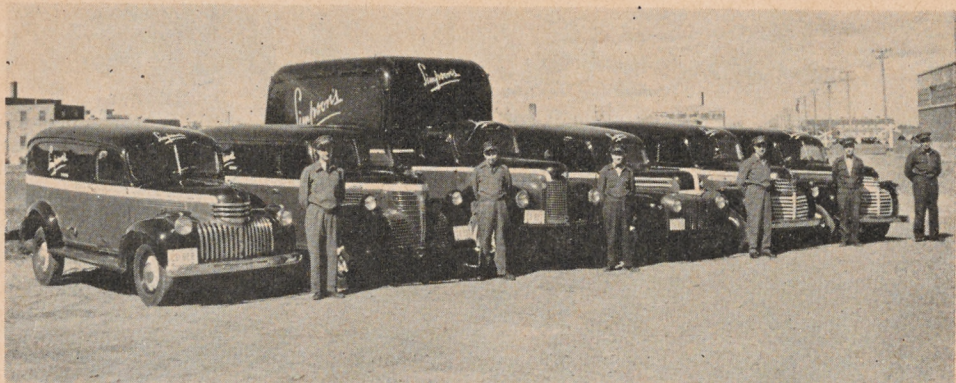


It CAN Happen Here!

The protective instinct of two parental blackbirds have made the walk from the mail order building to the carpenter shop a rather unpleasant experience for those people who dislike low level flying. Having placed their nests in one of the

trees bordering the walk, the birds make swooping passes as passersbys' heads in an instinctive effort to keep them from the nest.

Shades of Buzz Beurling!



BEFORE - - and AFTER

Along the lines of the before and after scenes shown in house and garden magazines, the above photos show the abrupt change a new idea can produce.

The new "Metro" trucks (bottom), used for the first time on May 30, completely alter the local delivery practices used in the past. Formerly three trucks were needed to deliver one order consisting of heavy goods, bulk goods and small parcels; now, the new "Metros" combining the last two operations, considerably reduce the amount of time formerly spent on deliveries and vastly simplify the delivery operation.

All work necessary in preparing these trucks for Simpson's use such as paint-

ing the bodies and building removable parcel racks, is done in our Regina garage. Lou Reilly, our enthusiastic garage manager, claims that these trucks are the finest equipment money can buy.

With only a 113-inch wheelbase the boys who drive them say they handle like a kiddy car and, with a bed in the back, they'd be great for a trip. Their permanent drivers, from left to right in the bottom picture, are:

Ed Ferraby
Pete Dundas
Garnet McDermid
Tony Andray
Roy Goodhue

SPORTLIGHT

By CLARE BELL



Our Simpson's golfers have been combining swimming with golf matches for the past few weeks. What with heavy dew and continual rainfall, most of the boys have web feet.

There are still a few matches to be played in the regular competition and then the winners will be battling it out. When these matches have been completed and after holidays, the knock-out competition for the Reilly Cup begins. So now is a good time to get in a little pre-competition practice.

Congratulations go to Bill Dick for scoring an eagle in regular competition play.

A parting word of advice—when you practice your swing, use three clubs. The extra weight will straighten it out.

Incidentally, as far as sport was concerned at the picnic the winners of the golf event were:

High—Marion Hines.

Hidden—Irvine Koster.

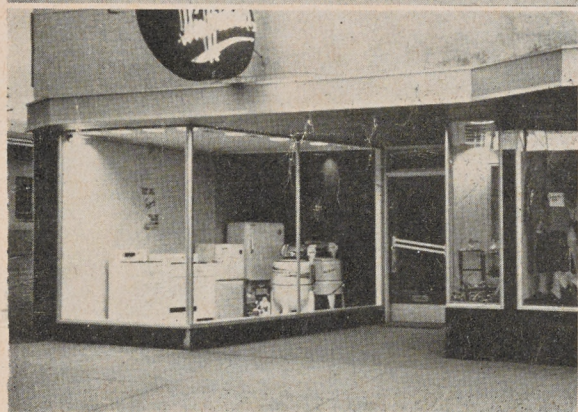
Low—Stan Larkin.

Getting away from golf for a moment the winners of the horseshoe competition were Steve Pryshlak and Reg. Palmer.

Girls—It seems that the fairer sex from Simpson's are beginning to far outshine the men. It is a sad state of affairs but laurels go to the girls. There has been considerable trouble fielding the team because of the holiday season but the girls assure me that as soon as the holidays are over, they will resume their rightful place at the top of the league.

Word must be going to the far reaches of the province that Simpson's have a colorful and skillful softball team, because the girls have had an invitation to play at Estevan. Unfortunately they had to turn it down but will likely play them in August. We are holding our fond hopes of seeing the Estevan Imps play us for the Southern Final.

Men—Something new has been added—men's softball team at Simpson's has won 6 and lost 6, which has given them a fifth-place standing in the league. All losses have been close and the team seems sure of a playoff position. Probably the highlight of the season to date has been a 6-4 triumph over the Bronks. Congratulations, fellas, would like to see you in the playoffs along with the girls.



*We Spotlight
Our*
**LETHBRIDGE
ORDER OFFICE**

This month's featured order office is situated in one of the most attractive cities in Western Canada. Probably everyone knows of the canned products of the extensive irrigated area surrounding the city or has seen the picturesque setting of the city in the valley of the Old Man River. But did you know you could find rattlesnakes in the dry bed of the same river?

The order office was first opened in November of 1940. Two moves from that first location has brought the office to its present location down the street from the bus depot. The large office

windows are well adapted to the display of furniture and appliances so that, together with the floor display a fairly extensive display of catalogued merchandise can be carried.

The present manager, Mrs. N. Douglas, came to Simpson's in February of 1946 and was first employed in the Cash Office. She was transferred to the Lethbridge order office in 1947.

The current staff, from right to left above, consists of Mrs. N. Douglas, Mrs. E. Engelson, Mrs. E. Bruchet, Mrs. J. Richardson, Miss S. McCutcheon.